



Storytelling with GIS Maps



Digital Scholarship Workshop Series
NCSU Libraries
Erica Hayes and Mia Partlow



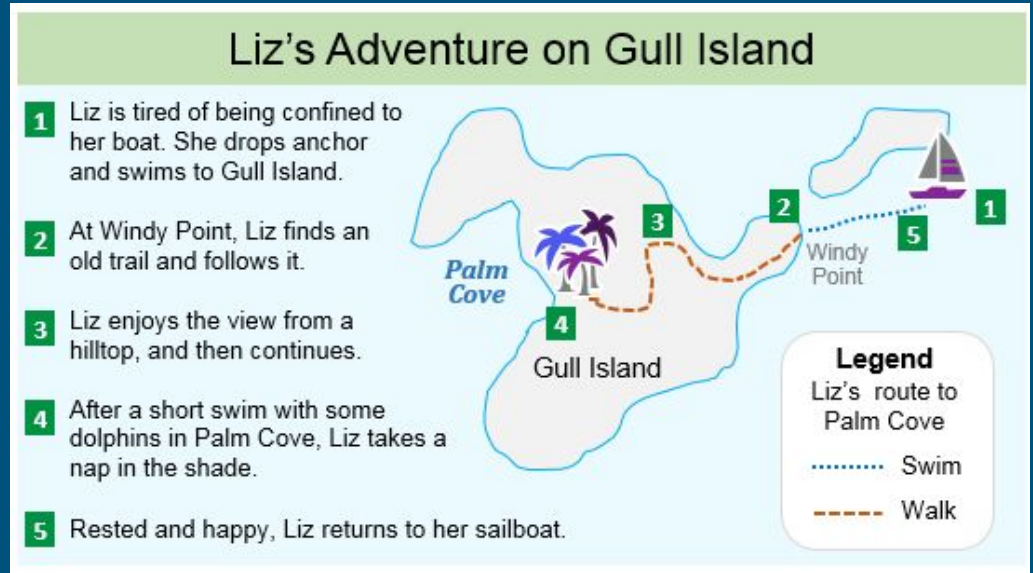
Agenda

- Why use maps for storytelling?
- What are Esri Story Maps?
- Tips for telling a good story
- Types of Story Map Applications
- Examples of Story Maps
- Mapping Activity
- Experiment & Practice
- Technical Advice & Helpful Resources
- Contact info

Why use maps for storytelling?

Maps can help you...

- Visualize
 - Where events happened
 - Distance
 - Gaps & clusters
 - Networks & movement
- Gain insight into how far a character, person, disease, or animal, etc. traveled
- Gain insight into why certain events happened



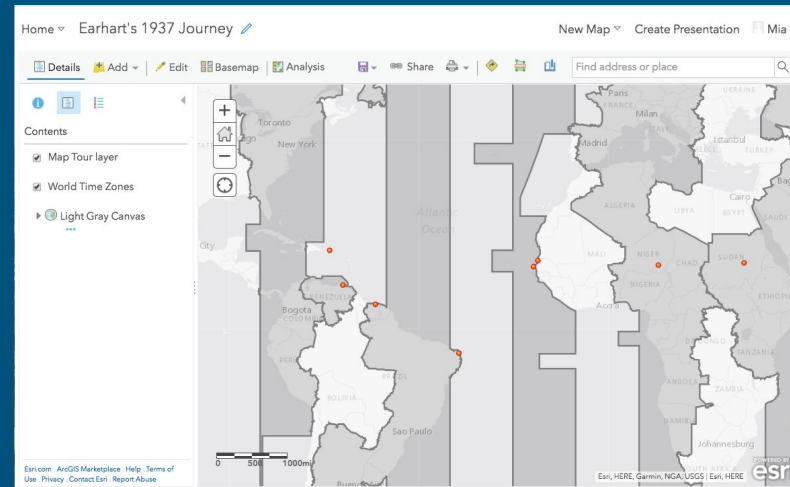
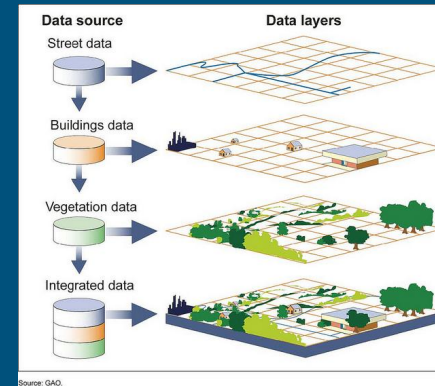
GIS Basics

Geographic Information System (GIS):

- A system designed to capture, store, manipulate, analyze, manage, and present all types of geographic data
- GIS organizes layers of information into map visualizations
- GIS can analyze spatial data and reveal patterns and relationships.

Examples:

- ArcGISOnline
- ArcMap
- QGIS



What are Esri Story Maps?

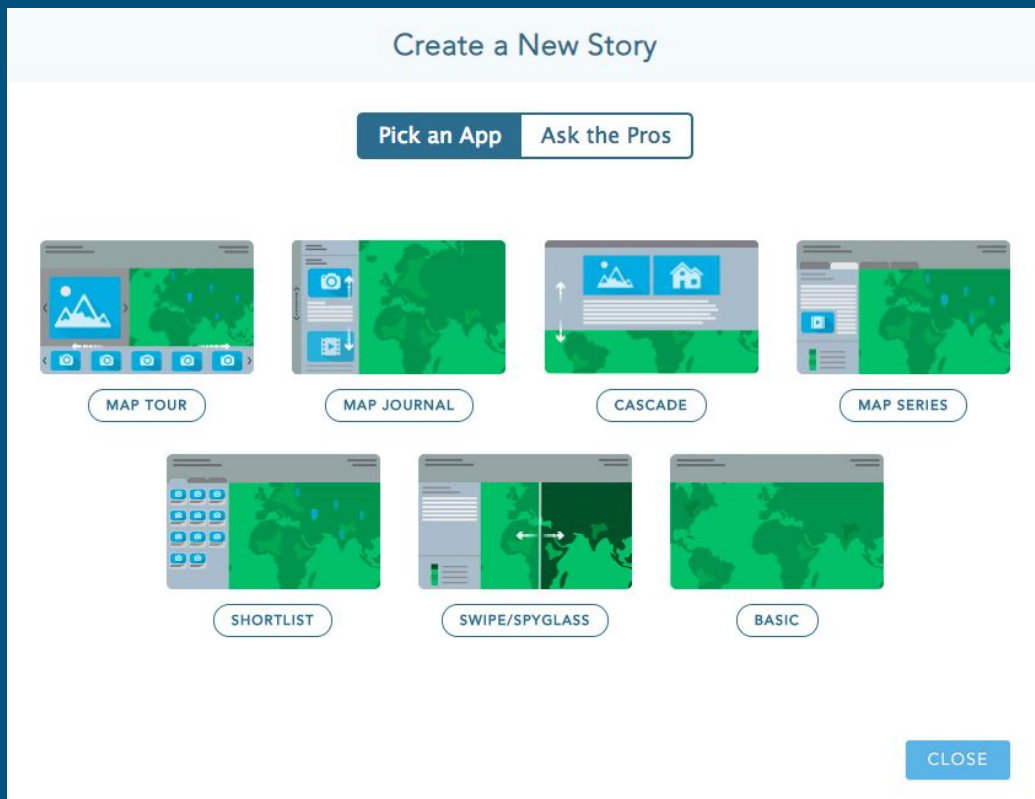
Esri Story Maps are simple web-based applications that combine interactive ArcGIS Online basemaps, multimedia content, and text to create your own geographic narrative. Hosted in the cloud, Story Maps enables you to build your own story with no web development or GIS programming skills.



Tips for telling a good story

- Connect with your audience
 - who are they?
 - what do you want them to learn?
- Choose the best application that matches the media, amount of text, and story you want to tell.
 - Do you want readers to follow a story sequentially, or do you want them to jump back and forth, such as a before-and-after view?
- Avoid visually complex symbols and icons
- Strive for simplicity & brevity when possible.

Types of Story Map Applications

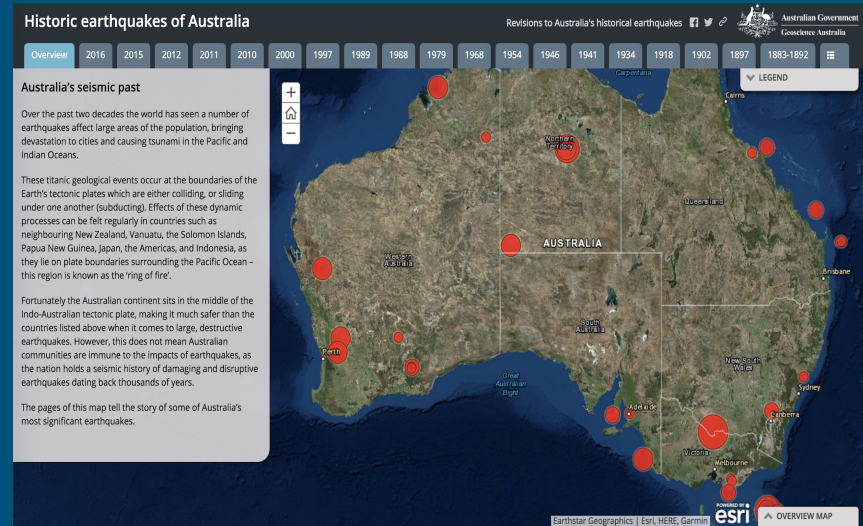


Example--Story Map Journal



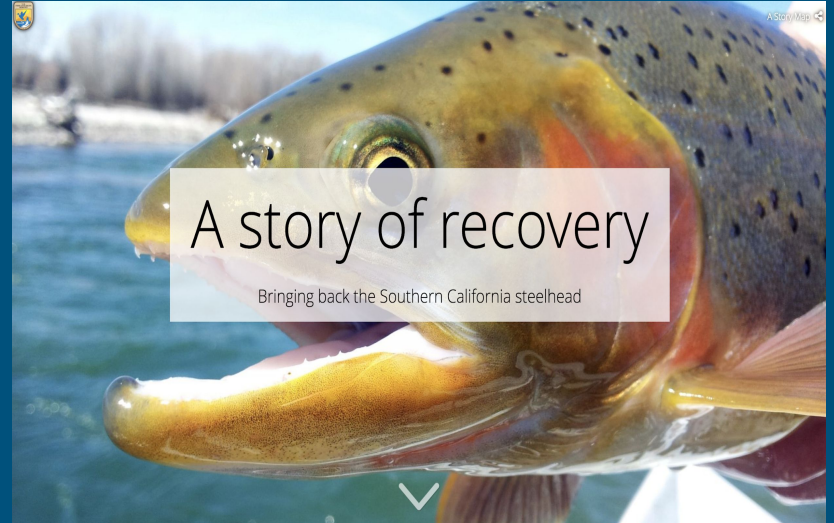
Story Map Journal: ideal when you want to scroll through sections of maps and combine it with narrative text, images, or videos. Each section in a Map Journal has an associated map, image, or video and text.

Example--Story Map Series



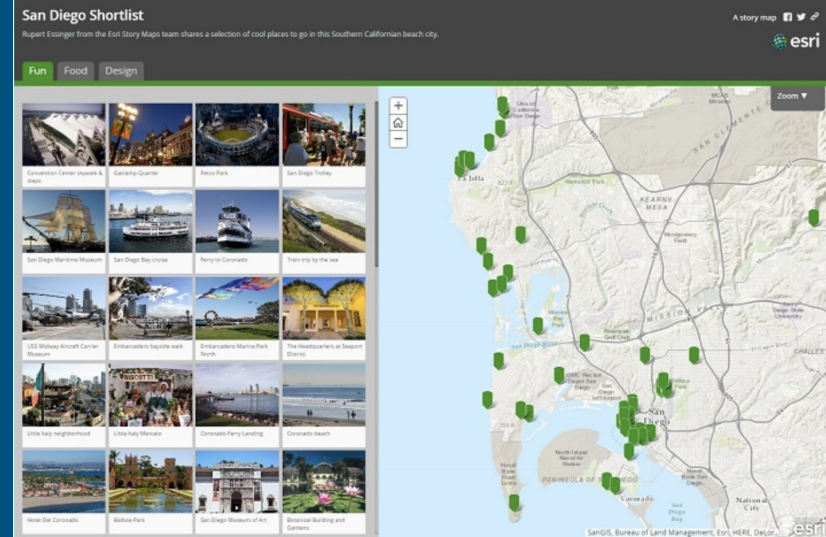
Story Map Series-Tabbed Layout: ideal for presenting a series of maps via tabs. You can add text and multimedia content to each map you add to the series.

Example--Story Map Cascade



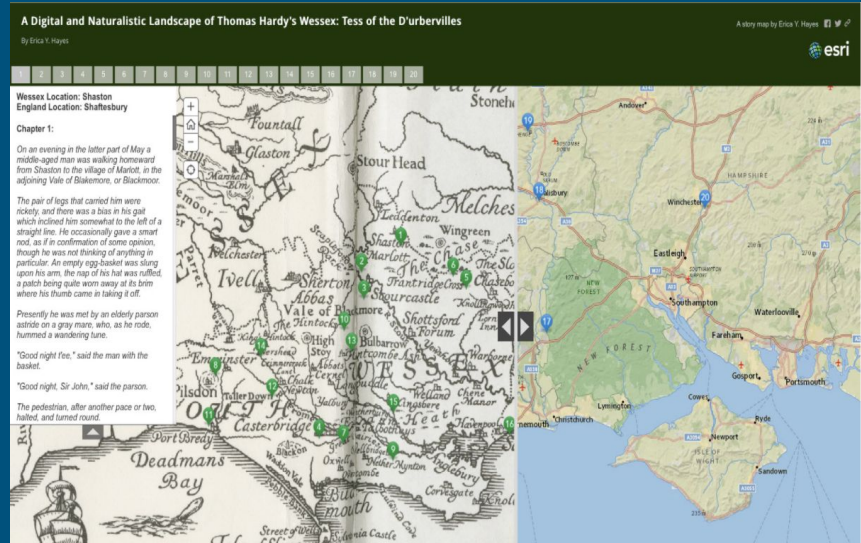
Story Map Cascade: ideal for presenting a full-screen scrolling experience that blends narrative text, maps, images, and videos. Sections contain text and in-line media with interactive transition effects.

Example--Story Map Shortlist



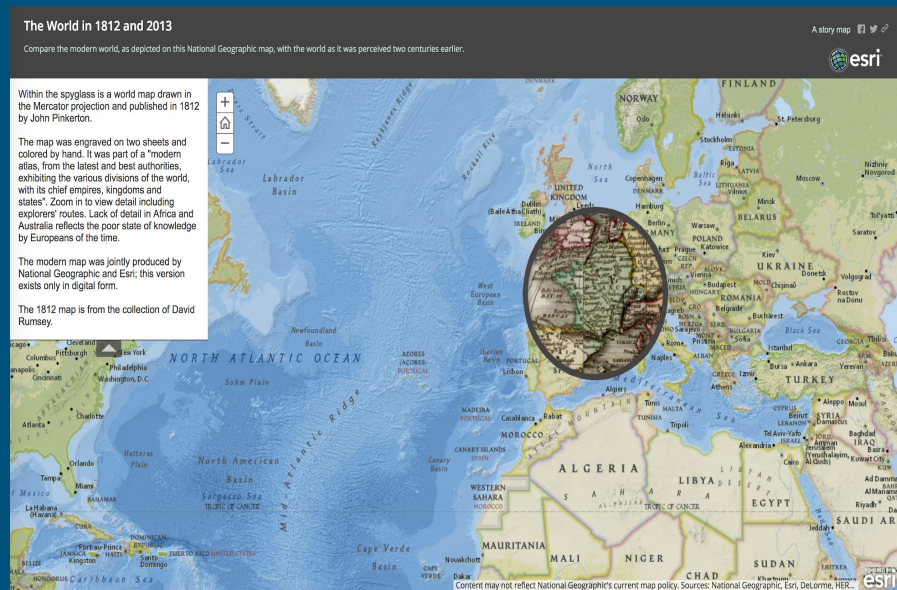
Story Map Shortlist: ideal for presenting a large number of places organized into tabs based on themes (e.g. restaurants, hotels, and attractions).

Example--Story Map Swipe



Story Map Swiper: ideal for comparing two separate web maps or two layers of a single map by sliding a swipe tool back and forth.

Example--Story Map Spyglass



Story Map Spyglass: similar to Story Map Swipe but the spyglass feature enables users to peer through one map on to another with a spyglass tool. Ideal for comparing a historical georeferenced map with a current map.

Example--Story Map Tour



Story Map Tour: ideal when you want to present a linear, place-based narrative featuring images. Each "story point" in the narrative is geo-located.

Esri E-Learning & Training

Provided by the NCSU Libraries

<https://www.lib.ncsu.edu/gis/virtcamp>

Today's Activities:
Creating a Map Tour
Amelia Earhart's 1937 Flight
&
a Map Journal of
Captain James Cook's First Voyage

Amelia Earhart's 1937 Flight



June 1 - Miami to San Juan, Puerto Rico



June 2 - landed in Caripito, Venezuela



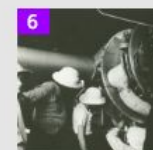
June 4, landed in Paramaribo, Suriname



June 5, landed in Fortaleza, Brazil



June 7 - left Natal, Brazil for St. Louis, Senegal



June 8, arrived Dakar, Senegal



June 11 - landed in N'Djamena, Chad



June 13 - flew to Khartoum, Sudan from El Fasher

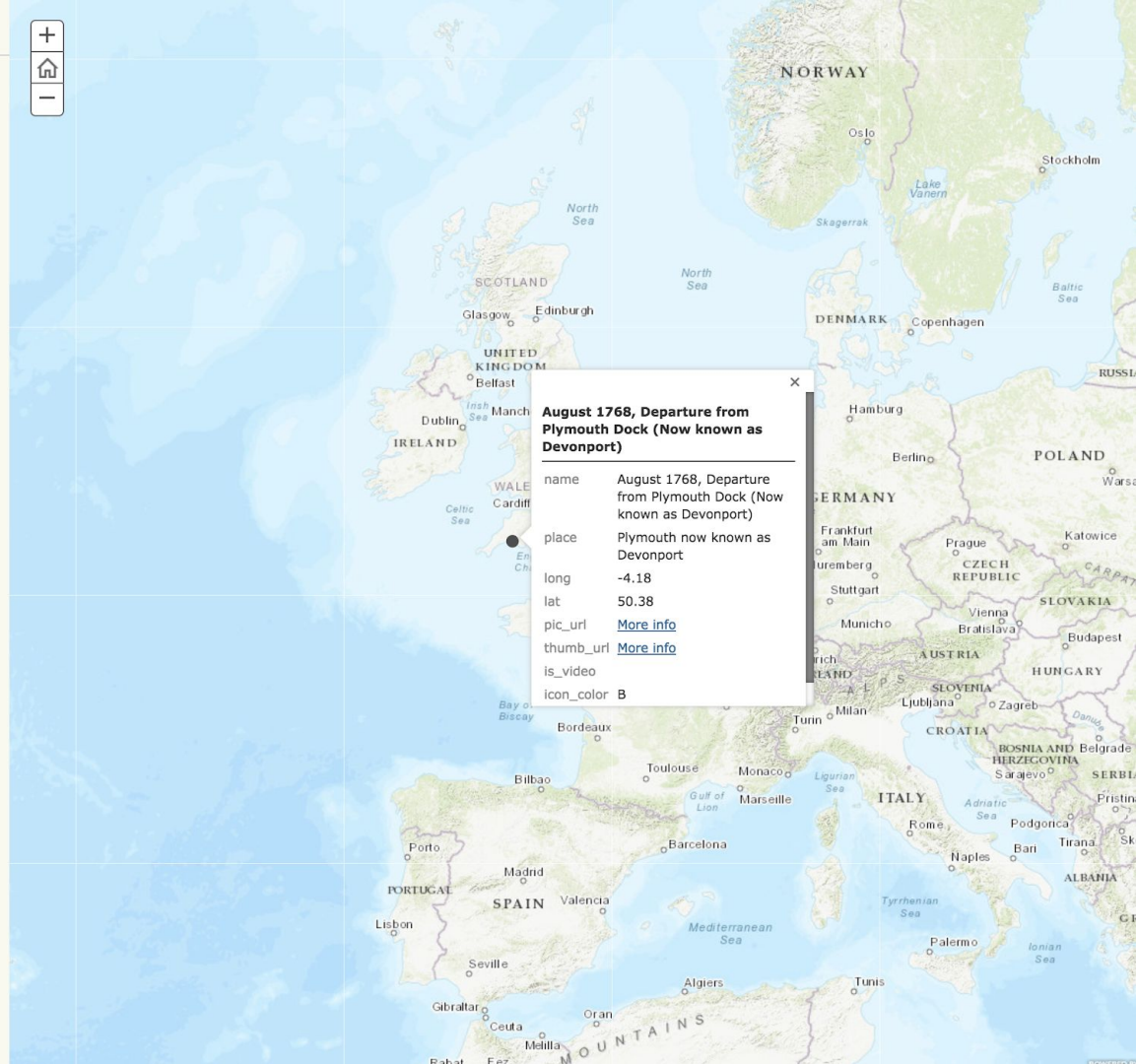
James Cook First Voyage 1768-1771

August 1768, Departure from Plymouth Dock (Now known as Devonport)



Plymouth.jpg

The Royal Society Petitioned King George III to finance a scientific expedition to the Pacific to study and observe the 1769 transit to Venus across the sun in order to measure the distance from the Sun to the Earth and secretly search for the unknown Great Southern Continent (terra australis incognita). Captain James Cook, a naval officer with a background in mathematics and cartography, was appointed as commander of the expedition. Cook departed from



Getting started:

Create an ArcGIS Online account

<https://www.arcgis.com/home/signin.html>

Download workshop files:

<http://go.ncsu.edu/storytelling-gis>

Story Maps ▾

Apps Gallery Resources Blog My Stories

Sign In

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Story Maps

Everyone has a story to tell.
Harness the power of maps to tell yours.

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<https://storymaps.arcgis.com/en/>

Technical Advice

- Image size should be less than 400 KB
- JPG is the recommended file format
- You can upload your images manually or link to them if they are hosted online in your csv
- You can embed your map tour in another website using an iframe (see FAQ link on how to do it under helpful resources slide)
- There is a 1,000 dataset point limit unless you want to download Story Maps and host it on your own website. For the Map Tour, you can add no more than 99 points. Keep in mind the larger your dataset, the slower your map will load.

Helpful Resources

[Data and GIS Services at NCSU Libraries](#)

[Esri E-Learning Training at NCSU Libraries](#)

[Getting started with Esri Story Maps](#)

[Esri Story Maps FAQ](#)

[Esri Map Tour tutorial online](#)

[Esri Story Maps gallery](#)

[ArcGIS Online Assistant](#)

Practice & Experiment!

Contact info for more help or consultations!



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Questions?